

## Memorandum

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**#12-024**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Linda Brumble, Unit Manager  
Nutrition Education/Clinic Services Unit  
Nutrition Services Section

**DATE:** March 19, 2012

**SUBJECT:** 2012 World Breastfeeding Month Theme and Materials

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Keeping connected to the community, both physically and digitally, has become a vital part of everyday life. More and more people are turning to the online community for communication, education, support, resources, and to share their experiences. Tapping into the digital world builds on the existing community by quickly connecting users to the information they seek. Texas WIC celebrates World Breastfeeding Month (WBM) with a new theme, *Connecting communities: Strengthening support for breastfeeding moms*.

### Materials available for Breastfeeding Promotion 2012

- Breastfeeding promotion item: WBM photo cards



Similar to greeting cards with a photo insert, these cards provide a fun/personalized way to include participants in breastfeeding promotion. These cards can be given to participants at WBM celebrations, nutrition carnivals, or during counseling sessions. Participants can insert their own photo into the card to display in their homes or at their worksites. They serve as a great, portable incentive item for working moms who are pumping at work or school.

These items will be available for one-time ordering only.

- Breast milk Storage Guidelines magnet, stock no. 13-06-11968/13-06-11968(a)

Updated to reflect current guidelines for storing breastmilk in the refrigerator, the freezer, and insulated containers with ice packs.



Initial orders will be taken via hyperlink below; remaining inventory will be available for orders via the online Texas WIC catalog.

- CCNE Lesson - Benefits of Breastfeeding (games)

A limited number of copies of the lesson will be available for Local Agencies to order.



This lesson offers fun options for facilitating a group discussion about the benefits of breastfeeding by playing games. Facilitators can choose to play one of two games, Bingo or Rummy, both covering the same content. As an added bonus, these games could also be played in conjunction with World Breastfeeding Month celebrations or other health fair activities.

These items will be available for one-time ordering only.

Don't forget about the *Every Ounce Counts* campaign materials that can be ordered from the Texas WIC catalog online. These items include:

- The 2010 WBM poster
- Every Ounce Counts logo and website stickers
- "Sing to Me" lullaby CDs
- The 2009 *Every Ounce Counts* poster series
- License to breastfeed in public pocket-sized cards
- Breastfeeding-Friendly Establishment decals and business flyers

The WBM theme, *Connecting communities: Strengthening support for breastfeeding moms*, will not be printed on any materials. Rather, it serves as a guide for WBM celebrations and clinic activities. Please use the following link <http://www.surveymonkey.com/s/THR9HML> to order WBM photo cards, magnets, and lesson plan. The deadline to place your order for these photo cards is **Friday, March 30, 2012**. If you have trouble accessing the survey, copy/paste the address of the survey into your web browser address line and press enter. Be sure your computer allows access to Survey Monkey.

(**NOTE:** This survey only accepts one order per computer; if the link redirects you to the survey monkey's main page then an order has already been placed on that computer.)

If you have any questions or require additional information, please contact Cristina García, Breastfeeding Promotion Nutritionist, at (512)341-4583 or [crystina.garcia@dshs.state.tx.us](mailto:crystina.garcia@dshs.state.tx.us), or Lindsey Randall, Breastfeeding Promotion Nutritionist at (512)341-4594 or [lindsey.randall@dshs.state.tx.us](mailto:lindsey.randall@dshs.state.tx.us).

Attachment